

New Web-based Customer Reference Tool Provides Critical Benchmarking Information

Results to help businesses improve their customer reference programs

October 2, 2008 – Determining just where your company’s customer reference program stands in relation to those of other companies is now easy with the new web-based tool from Point of Reference. Just launched, the Customer Reference Program Maturity Model on-line allows a program manager to enter data about her company and, in turn, receives benchmarking feedback.

“We’ve been serving this market for five years now, and we’re regularly asked how other clients do something, what’s working, and what’s not,” said David Sroka, president of Point of Reference. “We felt a responsibility to provide a tool for program managers to both assess their current state, and plot their course for even greater impact on company revenue.”

The CRP Maturity Model is complete with four evolving customer reference program (CRP) levels: undeveloped, emerging, focused, and advanced. The matrix comprises eleven elements of a complete CRP, from the program vision, through metrics, relationships, strategies, expertise, as well as integration. Program managers can look at each element, indicate exactly which level their company is currently experiencing, and receive immediate feedback. Then, armed with this information, a benchmark is established from which to grow and improve their customer reference program.

Bill Lee, founder of the Customer Reference Forum, adds, “Lately, the role of Customer Reference Programs has become more professional and formalized. This online self-assessment tool has the capability for managers to refine their programs and will provide an ongoing resource for them to measure progress, quarter by quarter, relative to peer programs.”

Because gathering and utilizing customer references is critical to increasing sales and growing a company, businesses can use the comparison from the CRP Maturity Model to develop goals for improving business processes. This tool is available at www.point-of-reference.com. For more information, contact Point of Reference at (800) 708-4857.

About Point of Reference

Point of Reference provides a full complement of customer reference program services to organizations determined to cultivate and capitalize on high value customer relationships. Primary business lines include a hosted reference management software solution, and recorded content development services based on a well-honed interview methodology. With Point of Reference, clients can finally orchestrate coordinated customer reference activities, inject references into sales and marketing opportunities with less time and hassle, and build a library of 24/7 available customer references to end burn-out. For more information visit: www.point-of-reference.com.

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